

U.S. Department of Justice

Washington, DC 20530

**Amendment to Registration Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**

**INSTRUCTIONS.** File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents at <http://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

**1. Name of Registrant**

Daniel J. Edelman, Inc.

**2. Registration No.**

3634

**3. This amendment is filed to accomplish the following indicated purpose or purposes:**☐ To give a 10-day notice of change in information as required by Section 2(b) of the Act.☐ To correct a deficiency in☐ Initial Statement☐ Supplemental Statement for the period ending \_\_\_\_\_☐ Other purpose (*specify*) \_\_\_\_\_☒ To give notice of change in an exhibit previously filed.**4. If this amendment requires the filing of a document or documents, please list:**

Updated SOW for "100 Lives" client. Document title: 100 Lives MSA (Edelman US) SOW #2 06-19-15 (signed).

**5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (*If space is insufficient, a full insert page must be used.*)**

Client added new dates to SOW for "100 Lives" project. Updated SOW is attached.

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**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>1</sup>)

June 23, 2015

/s/ Jeffrey A. DeCatsye

eSigned

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<sup>1</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

# Scope of Work

## 100 Lives

Scope of Work No. 2

March 23, 2015 – May 31, 2015

*Arman S. Hovhann*  
CEO, 100 Lives

### DESCRIPTION OF PROFESSIONAL SERVICES

Consultancy will perform public relations activities in the United States to promote, position, launch and manage the National Commemoration of the Armenian Genocide Centennial (NCAGC) in Washington, DC, a project linked to the 100 LIVES Foundation. Activities will include, but are not limited to, media relations, invitee expansion, event support, supporting content creation, editorial support, stakeholder engagement, and strategic counsel.

**Basis for Compensation.** At the end of each month, Consultancy shall invoice Client the exact fees based upon the hours incurred in performing the Services during that month. Such fees will be based upon Consultancy's rate card ("Rate Card") as described below. Prior written approval from Client (e-mail acceptable) is needed before exceeding USD \$250,000.00.

**Budget.** Professional Fees (Not to Exceed): USD \$250,000.00.

**Expense Billing.** Consultancy shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as incurred basis. Out-of-pocket expense amounts are not included in the Budget above.

### Rate Card.

Title	Rate
EXEC	\$531.25
GM	\$425.00
EVP	\$357.00
SVP	\$297.50
VP	\$263.50
SAS	\$216.75
AS	\$187.00
SAE	\$161.50
AE	\$148.75
AAE	\$136.00
ADMIN	\$68.00